

## PRE-WRITING THE PERSUASIVE SPEECH

### Choose a Specific Issue:

*Brainstorm five school-related issues to encourage your listeners to think about and agree with the position you support on an issue that concerns them.*

*Rate each issue from one to five on the following criteria. Choose the issue with the highest total of points to defend or attack.*

Possible Issue	It is narrow enough to to be argued	Each side can make a strong case	People have strong feelings about the issue
After school Policy	4	3	5
Passing periods seem too short	4	3	3
JJ catering is not sanitary	4	4	3
KIS Reads/ Homeroom should become an official study hall	5	4	4
Note enough break time during school hrs/ too short	4	3	3

### Plan Your Thesis

*Plan a statement that identifies the issue and states your perspective on it.*

*For example: the city's new curfew law for teenagers should be repealed.*

*The "law" is the issue and "should be repealed" is the opinion.*

Issue:	Opinion:
JJ catering can make us sick, more serious than we think.	The company needs to be more clean and sanitary, so we can have a better school environment.

**Combine the above into one thesis sentence:**

JJ catering is not clean and sanitary like we thought it was, so that is why they need to change.

**Gather and Shape Support**

*In order to persuade your audience, you must explain to them why your opinion is valid. Back up your opinion with three reasons. Each reason should appeal to either their emotions, sense of logic, or ethical beliefs.*

*See example on p.115 of your textbook for help.*

Reason	Evidence	Appeals to:
They need to change for our health benefit and safety at KIS.	We got to this school so we have the right to feel comfortable and safe in this school as much as possible. We pay enough money to go here, might as well get what we are paying for and that's a healthy and safe place to learn.	Students/Teachers
People can get sick and some already have.	People who eat the food from JJ catering sometimes complain that the food doesn't taste good, but I seldom hear people complain about being food poisoned from it. It's still possible for people to get sick because no one will know until they do.	Students/Teachers
Many people will lose trust in their company and KIS will look bad.	Many of the students and parents will lose trust with how KIS takes care of its students. That would not be good for the school.	Students/Teachers/Parents at KIS

## Rhetorical Devices

*You must use all five of the rhetorical devices that we studied in class.*

Device	Corresponds to this reason:	The example is:
rhetorical question	I could use this to give effect to my speech by making the audience think of the situation/ benefits.	How do we know that no one will get sick again? How do we know that the food we eat really is clean?
allusion	Used to refer to something like from a place, historical event, or a person.	"The health of people is really the foundation upon which all their happiness and all their power as a state depend." - Benjamin Disraeli
analogy	I could compare something similar to this.	Waiting for something to happen on its own is like waiting for a snail to cross the street; it will take forever to get there.
anecdote	This would bring up a story that would relate to the prob.	Story of my sister and how she got sick along with some other people.
counterclaim	I would use something to back up my statements and defend it.	Even though the risks of getting sick at school may not be such a big deal, it really is a big deal now.

## Organization

*Use the following table to organize your speech. You can either progress from the weakest reason to the strongest reason or vice versa.*

Paragraph	Brief Synopsis
<b>Introduction</b>	Opening statement: "There is more to life than making it go faster." Thesis statement: The passing periods are too short, so they should be moved to about eight minutes.

Paragraph	Brief Synopsis
1st paragraph	1st reason: They need to change for our health benefit and safety at KIS.
2nd paragraph	2nd reason: People can get sick and some already have.
3rd paragraph	3rd reason: Many people will lose trust in their company and KIS will look bad.
Conclusion	<p>Restated thesis: We need to be more aware of the food we eat at school because it has its imperfections, such as its lacking cleanliness.</p> <p>Call to action: Contact Mr. Christenbury and school officials, maybe JJ Catering itself to get them to change.</p>

## Presentation

*You will have two copies of your speech. One will be a hard copy for me. The other copy will be for your use while you are speaking.*

*Underline or highlight words or phrases that you will emphasize. Note the pitch and volume that you intend to use at various points.*

Verbal Techniques	At this point in my speech:	Nonverbal Techniques	At this point in my speech:
Tone	Casual, controlled, but in the middle make it more lively and exciting.	Eye Contact	At all times
Volume	Should not be monotone, but casual. Increase volume during the middle, where I emphasize "the big deal" and significance of the situation.	Facial Expression	<p>Beginning: calm, composed</p> <p>Middle: show more drama or excitement in the eyes and face to emphasize.</p> <p>End: start to calm down</p>

<b>Verbal Techniques</b>	<b>At this point in my speech:</b>	<b>Nonverbal Techniques</b>	<b>At this point in my speech:</b>
Pause	Every couple of sentences take a short pause.	Gestures	Most of the time in my speech, more at the “dramatic” parts (middle).
Rate	Go at a fine pace, not too fast. Relaxed	Posture	At all times must be straight.